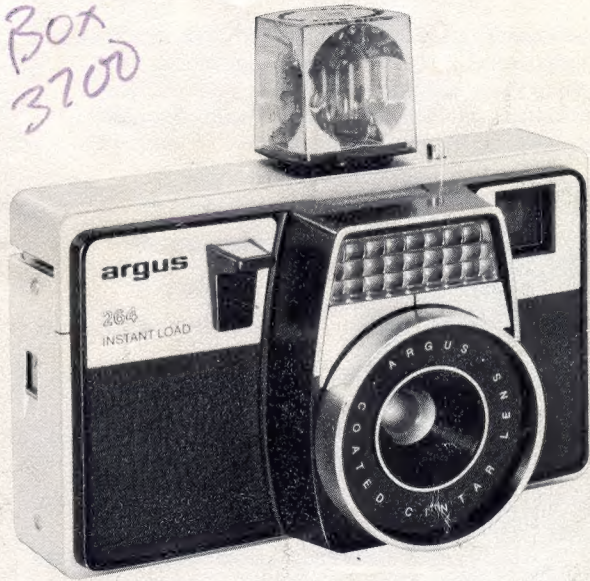


Box
3200



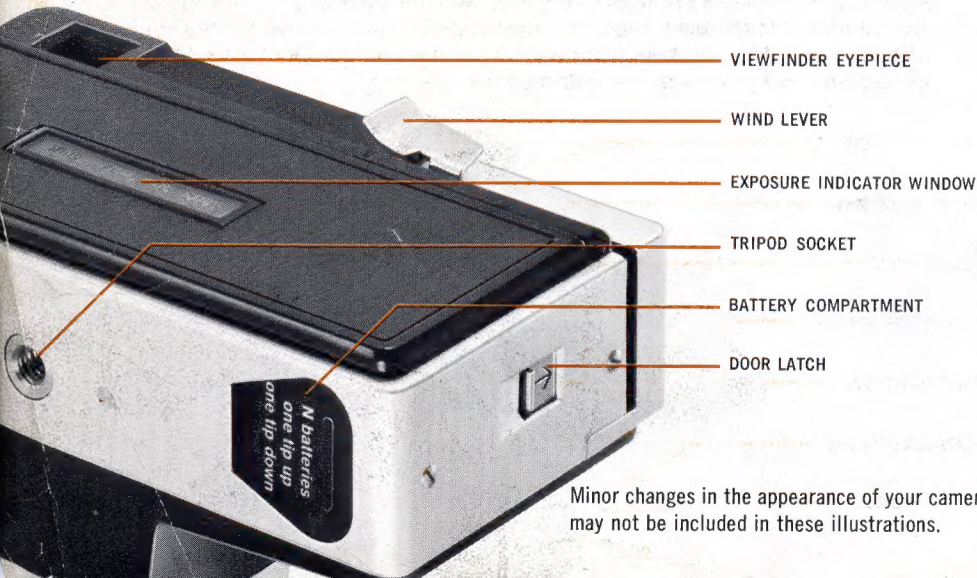
argus

264

**INSTANT LOAD
CAMERA**

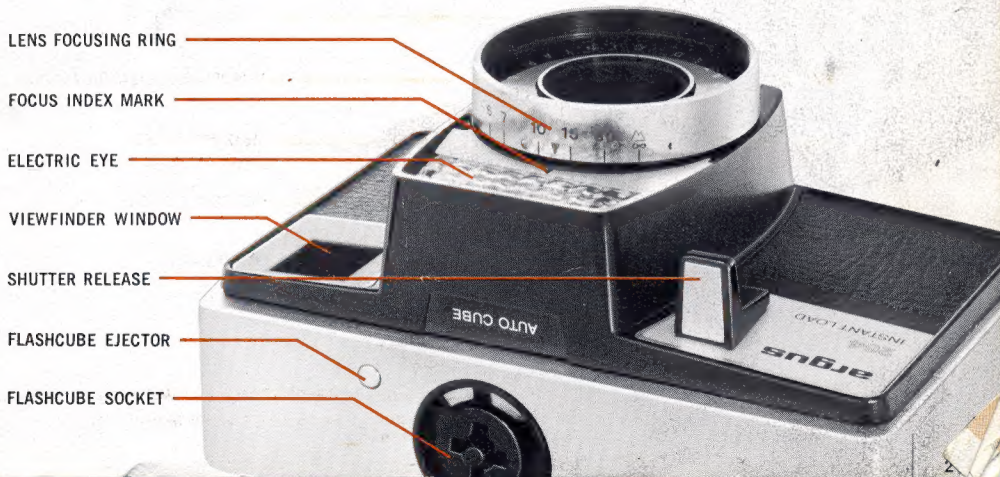
... uses drop-in
film cartridges
and flashcubes

functional parts of the Argus 264 Instant Load



Minor changes in the appearance of your camera may not be included in these illustrations.

These are terms used throughout this book. It's best to familiarize yourself with them before you read the following pages. May we suggest you read this book over carefully? It contains simplified steps to perfect pictures as well as detailed information. Before you take pictures of a special event or go on a trip, try taking pictures both outdoors and with flash for practice.



4 easy steps ...

for perfect outdoor pictures automatically

load camera

1

Open the hinged door and drop in the film cartridge, then close the door. The cartridge automatically sets the electric eye for the type of film you have selected.

wind film

2

Move wind lever to right and allow it to return. Repeat until it locks (about six full strokes). Film is now at first picture, and 1 will appear in exposure indicator window.

focus lens

3

Set lens focusing ring to estimated subject distance in feet, or to symbol appropriate for your subject (👤 close-up, ▼ universal setting, or 🏞 distant scene).

take picture

4

Compose subject in viewfinder, check the safety signal, and slowly press shutter release. Move wind lever through one full stroke and you're ready for the next picture.

**detailed
instructions**

▶

More complete information on each of these steps will be found on the following pages. For information on taking FLASH PICTURES, see instructions on pages 8 and 9.

film to use

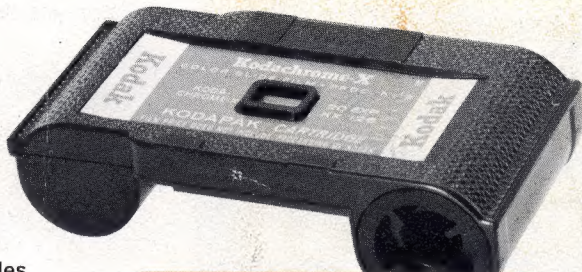
Film cartridges for your Argus 264 Instant Load are available almost everywhere. Ask for Size 126 film, in one of the following types:

Kodachrome-X . . . (KX-126)
for 20 color slides

Ektachrome-X . . . (EX-126)
for 20 color slides

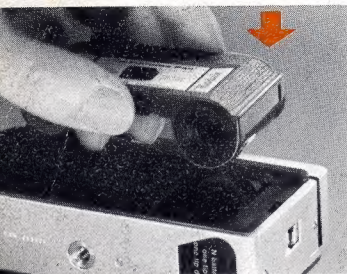
Kodacolor-X (CX-126)
for 12 color prints

Dynachrome 64 . . (DC-126)
for 20 color slides



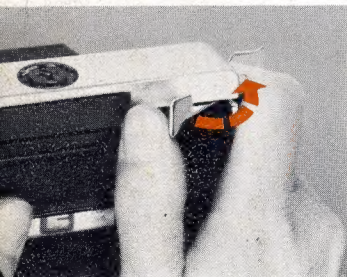
NOTE: Your dealer can make color prints from any type of color slide; color slides can be made from Kodacolor-X negatives.

YOUR CAMERA ALSO USES ANY SIMILAR CARTRIDGE-TYPE FILMS WITH SPEEDS OF ASA 64 OR 160.



loading the camera

Slide the door latch up and turn the camera over to open the door. Drop in the film cartridge (with the largest end toward the door latch). Be sure it seats properly and lies flat within the camera. Close the door by pressing it in until it snaps closed.



With the camera loaded, move the wind lever to the right and allow it to return and repeat until it locks (about 6 full strokes). This positions the film for the first picture. **After each picture is taken**, move the wind lever through a full stroke to advance the film to the next frame. **NOTE:** Part way through each stroke you will notice an increase in pressure. This is merely the flashcube clutch disengaging and is normal. Be sure you go past this point when advancing the film. The window on the camera back shows the number of the picture you are on and also the type of film in the camera.

NOTE: Failure to advance film a FULL stroke causes picture overlapping and incomplete flashcube rotation.

setting lens for distance

The 40mm f/5.6 focusing lens on the 264 Instant Load assures sharp pictures at any distance, yet can be set to universal or zone focus if you like.

You can . . .

- 1 Set the camera-to-subject distance (in feet) on the lens focusing ring to the index mark,

OR . . .

- 2 Set the focusing ring symbol indicating the type of picture to the index mark—

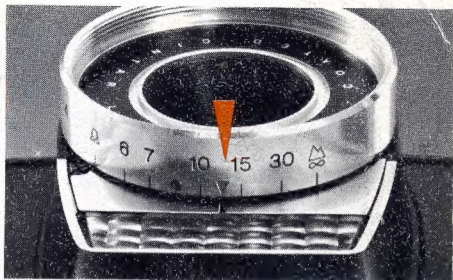
👤 for CLOSE-UPS (5 feet)

▼ for GROUPS OR INTERMEDIATE SCENES (12½ feet)

∞ for DISTANT SCENES (infinity),

OR . . .

- 3 Set the UNIVERSAL FOCUS symbol (▼) on the focus ring to the index mark.



FOR OUTDOOR PICTURES

. . . in bright sunlight, you usually can use the symbols or **universal focus setting**.

FOR FLASH PICTURES

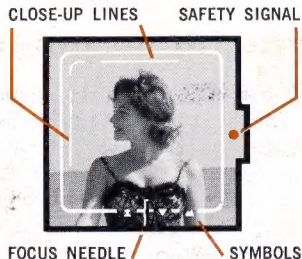
. . . you must set the actual **camera-to-subject distance (in feet)** on the focusing ring (see page 9).

compose and shoot!

Compose your subject within the bright-line square in the viewfinder—the way you want it in the final picture.

Check the SAFETY SIGNAL (small circle in the right-hand side of the viewfinder) to be sure there is enough light. If it shows CLEAR (or partly clear and partly RED), there is enough light. If it is completely RED, there is not enough light (use flash). **Press the shutter release down slowly** to take the picture. If it won't go down, then the film hasn't been wound to the next picture. Make it a practice to wind the film after each exposure.

Helpful Hints—Your outdoor pictures will turn out best if the sun is behind you. Don't attempt to take pictures when the sun is shining into the lens. When the subject is 3 to 5 feet from the camera, place it so the CLOSE-UP LINES inside the bright-line frame form the upper and left-hand limits of the picture. The FOCUS NEEDLE at the bottom of the viewfinder serves as a reminder of the lens focus setting. The FOCUSING SYMBOLS correspond to the symbols on the lens focusing ring.



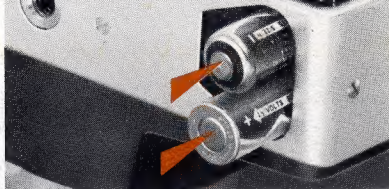
unloading

Before door is opened, and after you have taken the last picture, move the wind lever until it locks. The film's paper backing will disappear from the window. Push the door latch UP and tip the camera so the door opens and the cartridge falls into your hand. Have the exposed film processed immediately.

taking flash pictures

Two ~~batteries~~ batteries are needed to take flash pictures. Ask your dealer for Mallory Mn9100, Eveready E90, Bright Star 7528, Burgess AL-N, or equivalent. **To install the batteries**, slide open the battery compartment door (on camera bottom) and put the batteries in, one with + tip up and the other with + tip down. Close the compartment door. Have the batteries checked occasionally to be sure they are good.

TO INSTALL A FLASHCUBE, fit the flashcube tabs into the socket recesses, then push down into place. The flashcube automatically rotates each time you wind the film. It can be removed and repositioned at any time. When installing a partially used flashcube, wind the film first, then install the flashcube with a good side forward. If you rotate the cube manually, turn it **COUNTERCLOCKWISE** to prevent damage to the mechanism.



important

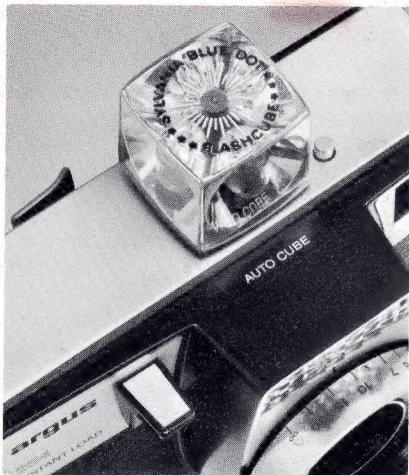
Press the **FLASHCUBE EJECT** button to remove the flashcube from the socket. **NEVER TAKE OUTDOOR PICTURES WITH A FLASHCUBE IN PLACE.**

simple steps to fine flash pictures . . .

- 1** Insert a flashcube in the socket.
- 2** Estimate the number of feet to the main subject and set this distance on lens focusing ring to index mark (this automatically adjusts lens for exposure).
- 3** Press the shutter release down slowly to take the picture.

Estimate distance to subject accurately. If more than one subject will be in the picture, have them placed so that each one is nearly the same distance from camera.

The maximum distance for flash pictures is 12 feet. Under normal conditions, pictures of subjects farther away may be too dark. However, if they are taken in a light-colored room, subjects can be as far away as 16 feet. Be sure to set lens focusing ring to exact distance to subject.



NOTE: This flash system is designed to use ASA 64 films only.

care and cleaning

Your Argus 264 Instant Load is a precision camera and deserves the best of care. Protect it from dust, heat, and moisture. Do not store your camera in the glove compartment of your car or any other place where the temperature tends to rise, humidity is high, or where jarring or vibration occurs.

If the camera's lens needs cleaning, blow the dust off first, then use a soft brush or lens cleaning tissue. Refer to back page for service information.

Cut this page along dotted line and keep the identification card in your wallet or other safe place for future reference.

CAMERA
SERIAL
NUMBER
(on camera
bottom)

OWNER'S
NAME

STREET
ADDRESS

CITY &
STATE

PHONE
NUMBER

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**ARGUS 264 INSTANT LOAD
OWNER'S IDENTIFICATION CARD**

service

For information about your camera, or for service or replacement parts, see your Argus dealer, authorized service location, or write to the main office of the Argus Customer Service Department (address listed at right).

When writing, be sure to mention you have the Argus 264 Instant Load Camera.



Argus Incorporated
5950 Touhy Avenue
Chicago, Illinois 60648

ARGUS CAMERAS OF CANADA, LTD.
Newmarket, Ontario

Argus unconditional guarantee

Your Argus 264 Instant Load Camera is unconditionally guaranteed by the manufacturer to operate properly for a period of one year from the date of original purchase. If, during this period, your camera fails to operate for any reason, Argus, Incorporated, will restore it to operating condition at no charge to you. (This includes all parts and labor.)

This unconditional guarantee applies to the product itself. We regret that we are unable to assume liability for loss of film or for other expense or inconvenience.

This unconditional guarantee is valid only for the original retail purchaser and only if the product is returned prepaid, directly or through an Argus dealer, to the Customer Service Department, Argus, Incorporated, 2080 Lunt Ave., Elk Grove Village, Illinois 60007, or one of their authorized service locations. The date and place of original purchase must be included, along with a description of the difficulties encountered.

Many apparent product difficulties are actually a matter of incorrect usage. It is always wise to see your Argus dealer before returning the product for servicing.

CUSTOMER SERVICE DEPARTMENT, ARGUS, INCORPORATED

MAIN OFFICE 2080 Lunt Avenue, Elk Grove Village, Illinois 60007

IN CANADA Davis Drive East, Newmarket, Ontario

For the address of the service location nearest you which is authorized to repair Argus products under guarantee, contact your Argus dealer or write to the main office of the Customer Service Department.